CareerCross

Digital Commerce Marketing Manager | 14M yen

Job Information

Recruiter
iWill Capital G.K.

Hiring Company
Our client is a global company that develops and sells premium p

Job ID
1497077

Industry
Retail

Company Type
Small/Medium Company (300 employees or less) - International Company

Non-Japanese Ratio
About half Japanese

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
9 million yen ~ 14 million yen

Refreshed
November 4th, 2024 04:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Fluent

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

Job Summary:

The Digital Commerce Marketing Manager is responsible for developing comprehensive e-shopper engagement plans and strategies based on insights to accelerate demand generation and increase customer base (via new user acquisition and loyalty)

This role partners closely with the Marketing and Digital Commerce Sales teams to ensure alignment and flawless execution of Digital Commerce commercial plans. The incumbent will ensure brand voices are well represented within the Digital Commerce space and have strong linkage to the overall brand strategy.

Principal Duties and Responsibilities:
(35%)

- Lead the development and execution of Digital Commerce Marketing short and long term plans. Ensure plans align with customer(s) strategies and expectations.
- Develops a yearly (12 months) Marketing and promotional calendar for each strategic Digital Commerce customer in collaboration with local Marketing & Digital Commerce Sales teams.
- Update calendar as Marketing and promotions are optimized. Communicate to all relevant functions.
- Analyze results of key promotions to measure effectiveness, develop key learnings and best practices.

(30%)

- Adapt brand strategies into growth-driving Digtal commerce marketing strategic plans by leveraging comprehensive e-retailer data and optimizing user journeys through data analytics.
- Collaborates with the local Marketing team to ensure the delivery and execution of the best content for our brands on Digital Commerce sites including brand pages, product detail pages (PDPs), CRM, etc.
- Lead Digital Commerce Search Optimization strategy and implementation (organic & paid) in collaboration with creative agency and Hill's digital team

(20%)

- Implement content with Digital Commerce customers to deliver superior shopper experience and drive conversion of Hill's products online.
  - Liaison with Digital Commerce customers, providing content in the format they require and ensuring timelines are met.

(15%)

- Monitor our brands on the Digital Commerce platform to ensure commercial plans are executed in line with agreements and to the desired Hill's standard.

*This is not an exhaustive list of duties or functions.

Required Skills

Education/ Experience Requirements:

- BS/BA degree or equivalent required
- At least 7 years Commercial experience of which 3+ years in shopper marketing, digital marketing, Digital Commerce, brand marketing, or retail marketing
- Passionate about digital and Digital Commerce
- Implementation of at least one creative business building initiative with the marketing team, e.g. new product launch, relaunch, equity campaign, etc.
- Key involvement in business analysis, marketing plan development, and cross-functional project management
- Strong in project management and multi stakeholders communication
- Strong computer skills in Excel, Word, Power Point

Expected Areas of Skills:

- Digitally savvy and curious, understand the dynamics of Digital Commerce
- Pursues win-win solutions with persistence, compromise and respect
- Seeks to discover common ground, identify vital interests and understands the customer's underlying priorities
- Uses shopper and consumer insights to develop commercial recommendations that help achieve Digital Commerce team goals
- Works effectively across functions to align priorities, solve problems, optimize resources and drive effective execution

Preferred Qualifications:

- Analytics tool utilization experience (Intage, Profitero)

Leadership Competencies (Should match the Colgate Global Competencies – Up to 3):

- Driving Innovation
- Teamwork & Collaboration
- Analysis/Decision Making

Functional Competencies (Should match the Colgate Global Competencies – Up to 3)

- Digitally Savvy
- Execution Focused
- Shopper & Category Centric

Company Description